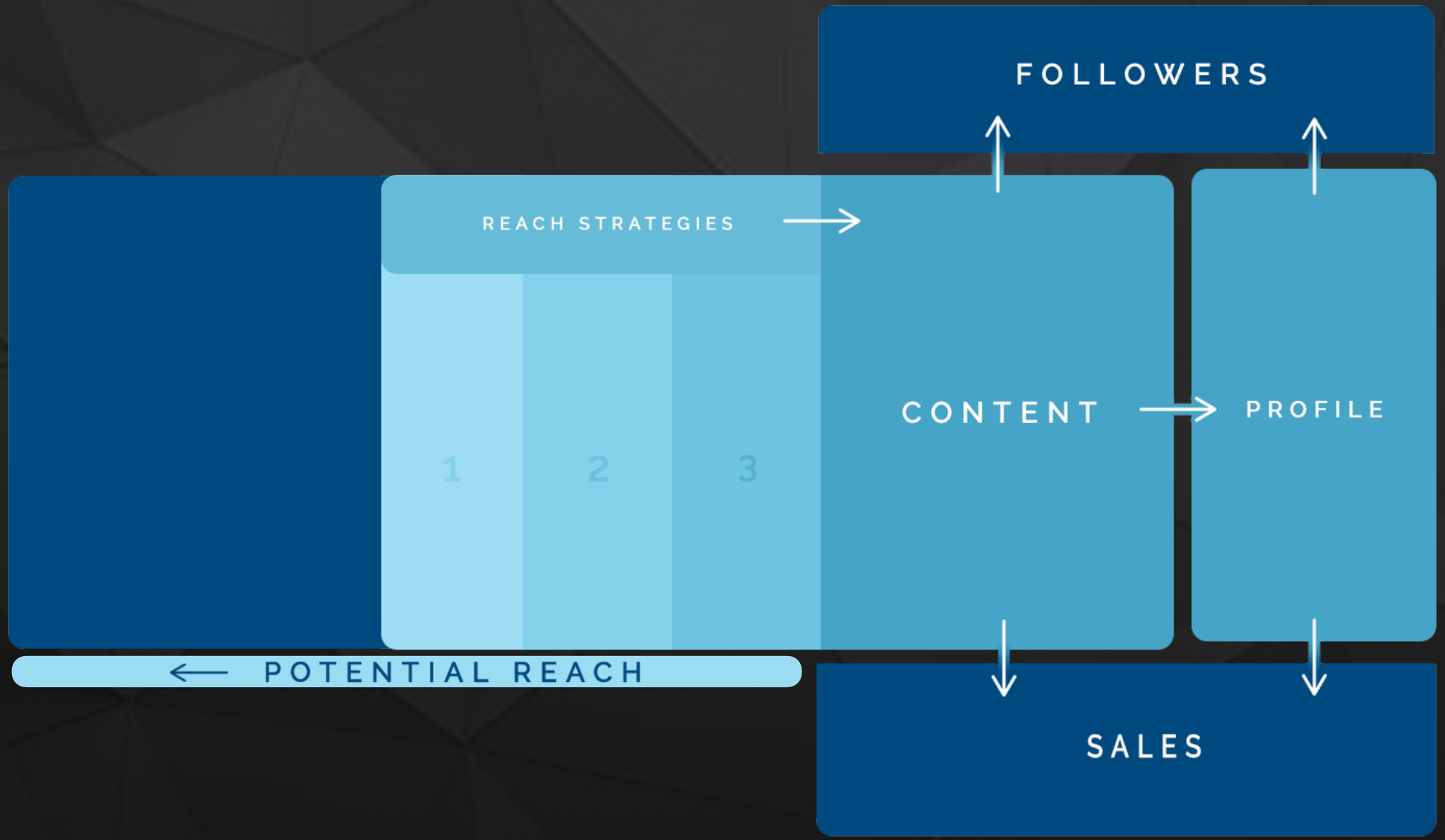
THE POWER OF INSTAGRAM ADS

What is the **purpose** of running an ad?

Running ads **increases** your reach!


FOLLOWERS
REACH STRATEGIES
1
2
3
CONTENT
PROFILE
POTENTIAL REACH
SALES

Increase your Reach

2+ Billion People

2+ billion people

Location:

Age:

Gender:

Interests:

What they buy:

Websites they visit:

Instagram accounts they like:

Pizza By Benji

Location: Miami (2 Mile Radius)

Age: 18-30

Gender: Male

Interests: Football, Dominos Pizza

What they buy: Napkins

Websites they visit: (Your website)

Instagram Accounts they like: Dominos / Pizza Hut etc.

Remember: Value is critical!

+ =

+ =

Value

+

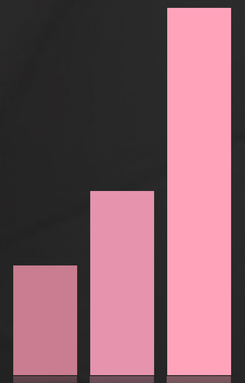
Ad

=

1c follower

Hyper-targeted

Cheap



Scaleable